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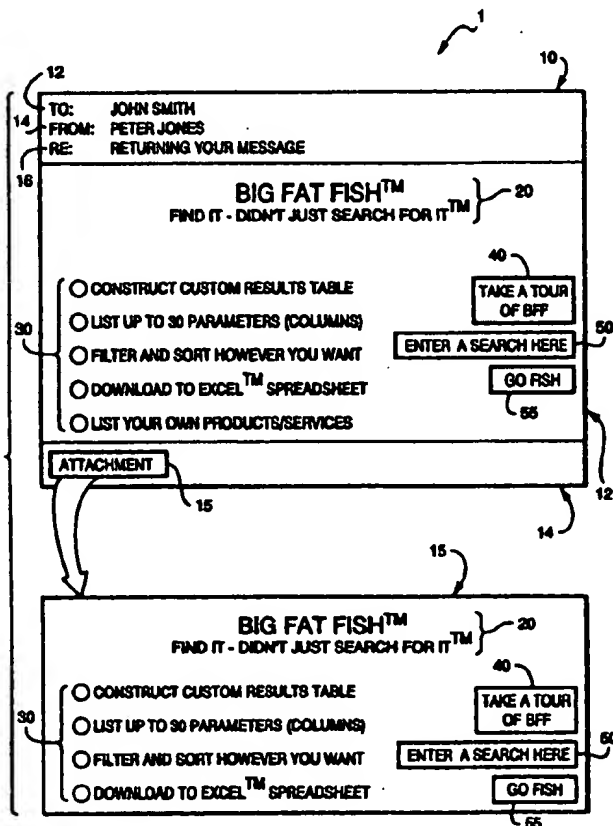
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(54) Title: INTERACTIVE COMMERCIALS AS INTERFACE TO A SEARCH ENGINE



(57) Abstract: A user submits a search request to an Internet or other network search engine from within an e-mail client. The software for performing this task is preferably provided as part of e-mail advertisement (15) sent to the user (recipient). The advertisement preferably includes a first portion having a first branding graphic (20), and a second portion that receives a search string designated by the recipient (50). In especially preferred embodiments the search engine returns the search results to the recipient within the e-mail client.

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